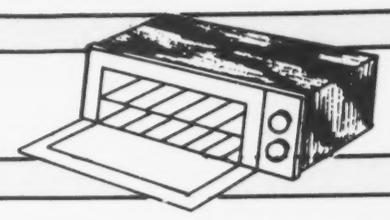
HOUSEWARES SHOW SECTION



ELECTRIC HOUSEWARES

(Continued from page 48)

SPECIALTY ELECTRICS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
8	11	Hamilton Beach Fry All	243	15.36	3,732.48
9	12	Presto Hot Dogger	188	6.51	1,223.88
		TOTALS	4,783		96,536.30

FOOD PROCESSORS

1	7	Sunbeam Le Chef	271	111.01	30,083.71
2	1	Hamilton Beach Cuisine Machine	277	60.18	16,669.86
3	6	Oster Kitchen Center, almnd	57	130.41	7,433.37
		TOTALS	605		54,186.94

SLOW COOKERS

1	3	Rival 5-qt removable lnr, beige	781	25.35	19,798.35
2	2	Rival 3½-qt removable liner	438	19.73	8,641.74
3	5	Rival 3½-qt, almond	576	13.04	7,511.04
4	1	Van Wyck 6-qt removable liner	149	22.68	3,379.32
5	—	Rival 3½-qt, flame	216	11.84	2,557.44
		TOTALS	2,160		41,887.89

BLENDERS

1	1	Hamilton Beach 7-spd, almnd	1,044	18.14	22,675.00
2	2	Oster 10-speed	689	23.95	16,501.55
3	4	Waring 8-button, wht	595	20.05	11,929.75
4	—	Oster 10-speed, glss bwl	169	29.03	4,906.07
5	2	Hamilton Beach 14-sp, Blndr Pls, gld	130	26.74	3,476.20
6	5	Waring 15-button, wht	125	24.40	3,050.00
		TOTALS	2,752		62,538.57

HAND MIXERS

1	1	Sunbeam 5-sp, Brst of Pwr, wht	558	20.80	11,606.40
2	2	Sunbeam 3-sp, wht	709	10.46	7,416.14
3	3	Hamilton Beach 3-sp, gld	514	10.69	5,494.66
4	4	Waring 6-sp, wht	341	12.03	4,102.23
5	—	Hamilton Beach 5-sp w/case, almnd	218	16.04	3,496.72
6	—	Betty-G 5-sp, wht	353	9.39	3,314.67
		TOTALS	2,693		35,430.82

STAND MIXERS

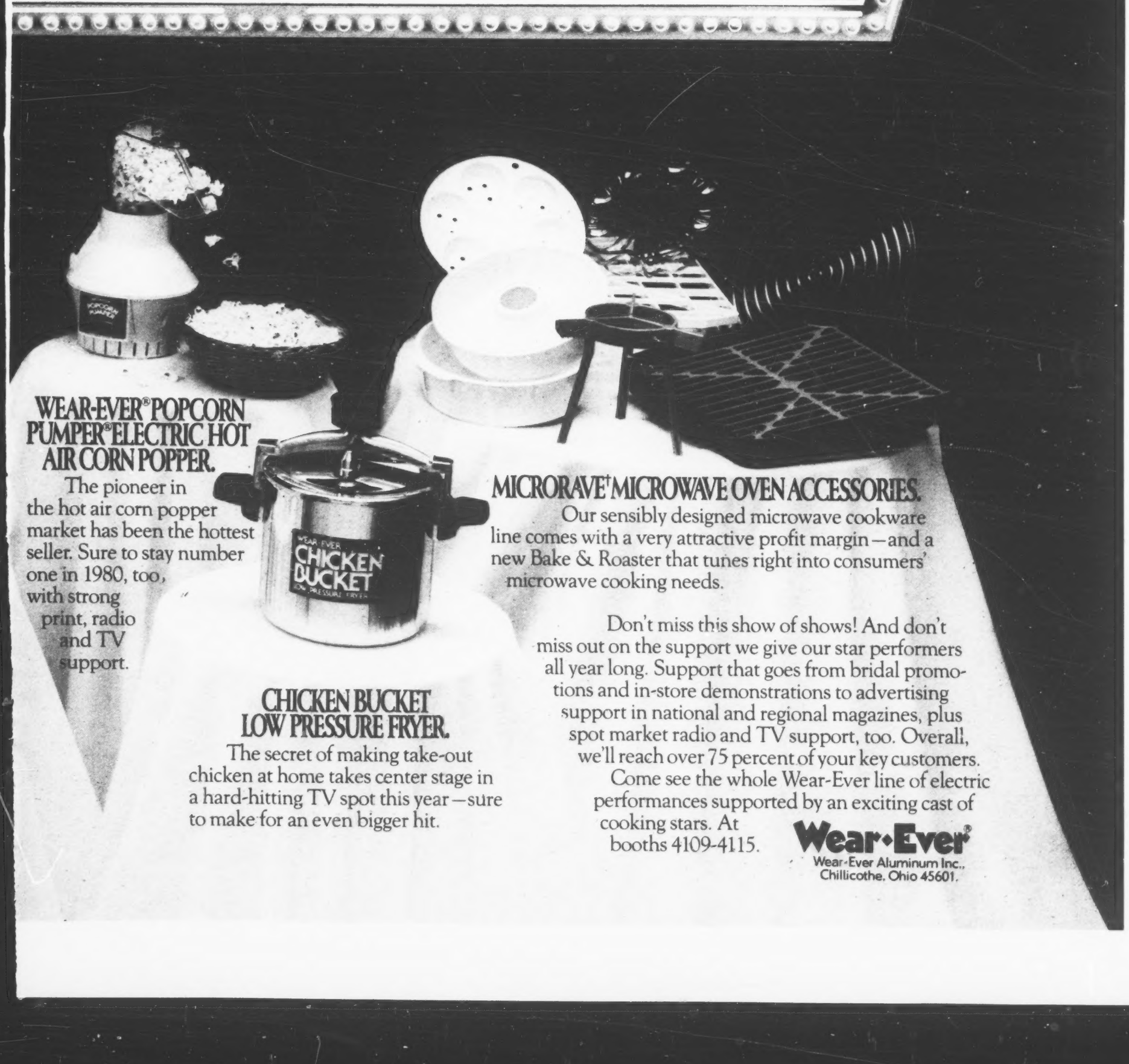
1	1	Sunbeam w/dough hk, wht	88	74.28	6,536.64
2	2	Waring 6-sp, 2-way, wht	293	18.60	5,449.80
3	4	Hamilton Beach 12-sp, stnlss bwl	46	32.09	1,476.14
		TOTALS	427		13,462.58

TOASTERS

1	6	Toastmaster 2-sl prmtnl, almnd	1,725	11.78	20,320.50
2	1	Proctor-Silex 2-sl pstry	1,216	15.93	19,370.88
3	2	Proctor-Silex 2-sl, promo	1,478	11.75	17,366.50
4	4	Proctor-Silex 4-sl, promo	706	17.80	12,566.80
5	3	Toastmaster 4-sl, dual cntrl	193	26.78	5,168.54
6	5	Proctor-Silex 4-sl, pstry	180	23.29	4,192.20
		TOTALS	5,498		78,985.42

(Continued on page 74)

PRESENTS
ORMERS OF 1980.
14-17 at Booths 4109-4115.



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Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Drips Rebound

(Continued from page 48)

Personal care appliances have been the stellar performers in electrics housewares—evident in the PMA not only by the high standing of each classification but also by the large number of models that showed up, 21 for styler/dryers and 13 for curling wands.

This broad array of items allowed discounters to feature the merchandise in promotions while also maintaining a basic mix for maximum everyday profits.

Four new styler/dryers made the chart, with one, Georgie 1200W compact, No. 12, spotted as a low-priced unit at an average retail of $11.70. The other three were positioned as mid-point items: Conair 1200W Pro Styler w/brush, No. 1, Sunbeam 1200W Win-Aire, No. 3, and Clairol 1200W Shoot the Breeze, No. 5.

The Conair unit checked out as the top item partly due to the brush attachment which is used to help style the hair while drying.

Manufacturers have tied into consumers' interest in using a brush to style the hair by developing a curling brush as an alternative to the curling wand.

The curling brush started to become an important personal care electric about six months ago and caught on big in the last quarter; four models made the overall curling wand listing and two—the Northern and Norelco units—were among the five new items in the category.

More importantly, curling brushes captured the top two spots and four of the top seven listings. This occurred despite the fact that manufacturers have tagged curling brushes as the top-priced items in their curling wand line.

The No. 1 item in curlers was a Windmere Curling Brush. Its $8.68 average retail price is almost double the tag of the other two Windmere items that made the report. The same is true for

(Continued on page 74)

Newcomers

(Continued from page 48)

DRIP COFFEEMAKERS
Norelco Express 4-cup 5

SPECIALTY ELECTRICS
Mirro Butter/Rite corn popper ... 7

HAND MIXERS
Hamilton Beach 5-sp w/cs, ald ... 5
Betty-G 5-speed, white 6

HIGH RISERS

STYLER/DRYERS
Gillette 1400 W Supermax Pro ... 2
Gillette 1200W Supermax 4
Norelco 1000W Gotcha Gun 6
Conair 1000W Pro Dryer 7
Conair 1200W Pistol Power 9
Clairol 1200W Son of a Gun 10
Windmere 1250W Boss 15

(Continued on page 74)

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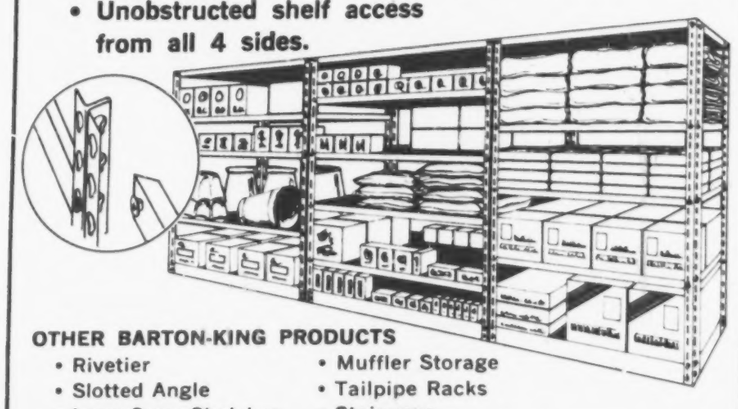

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Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Drips Rebound

(Continued from page 49)

the Norelco Wave Maker, No. 6, and the Gillette Body & Curl, No. 7; each carries higher average retail prices than the curling wands made by these producers.

While discounters and other retailers feature a broad assortment of personal care appliances, they use a different strategy for kitchen electrics. Return on investment is the key to merchandising these items and discounters focus on generating the highest unit and total dollar movement from a tight mix.

This merchandising can be seen in the fewer sku's carried in each of the 10 kitchen electrics categories compared to the two personal care appliance areas. The narrower assortment means a smaller inventory investment can result in a good return on investment if unit sales are high.

A number of kitchen electrics illustrate the discounters' focus on a tight assortment to produce high unit and total dollar movement.

Slow cookers are one example, with five sku's—less than half the number of curling wands—having an average 43 unit movement and total dollar of $41,887.89, equal to half the wand's dollar movement.

Toasters had an average unit movement of 916 units, beating both styler/dryers and curling wands, and the classification's total dollar movement of $78,985 was only about $5,000 less than curling wands'.

Hand mixers, blenders, irons and can openers all had sku's of six to 10 items and generated average unit movements of 40 to 509. The categories produced total dollars ranging from $35,430 to $64,885. The small inventory investments resulted in unit and dollar movement comparable to the personal care appliance area.

Only 13 items showed a gre upward movement in the various kitchen appliance classifications, another indication of the basic, staple nature of the electrics and of how discounters are going with just the best sellers to get the maximum return.

ELECTRIC HOUSEWARES

(Continued from page 49)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
CAN OPENERS					
1	—	Oster, wht	752	15.71	11,813.92
2	3	Rival w/knife shrp, almnd	834	11.30	9,424.20
3	4	Waring w/knife shrp, gld	587	12.71	7,460.77
4	8	Rival w/knife shrp, gld	602	11.30	6,802.60
5	—	Betty-G w/knife shrp, wht	600	9.39	5,634.00
6	2	Rival slim w/knife shrp, wht	293	13.35	3,911.55
7	—	Rival, almond	367	9.83	3,607.61
8	1	Dazey, gld	438	6.68	2,925.84
9	—	Waring, gold	105	7.14	749.70
		TOTALS	4,578		52,330.19
IRONS					
1	3	Proctor-Silex steam	1,211	12.59	15,246.49
2	2	Sunbeam self-clean	370	27.43	10,149.10
3	4	Proctor-Silex slf-cln	442	21.23	9,383.66
4	6	Proctor-Silex stm/spry	528	14.80	7,814.40
5	1	Hamilton Beach lghtwght iron	330	17.38	5,735.40
6	5	Sunbeam promotional slf-cln	238	20.40	4,855.20
7	7	Hamilton Beach Smart iron	150	26.74	4,011.00
8	—	Sunbeam promotional stm iron	279	12.03	3,356.37
9	8	Sunbeam Today iron	109	20.40	2,223.60
10	9	Struhl travel iron	357	5.91	2,109.87
		TOTALS	4,014		64,885.09

Source: Myron Nickman Distributors

Newcomers

(Continued from page 49)

CURLING WANDS
Sunbeam Mist Stick swivel cord . .

DRIP COFFEEMAKERS
North Amer Mr Coffee 10-cup . . .
Norelco 12-cup Dial-a-Brew . . . . .
Regal 4-cup mini 8

SPECIALTY ELECTRICS
Sunbeam Grt Amr Ppcrn mchn . .
Hamilton Bch Bttr Up Pppr . . . . .
Toastmaster mini-griddle . . . . . .

FOOD PROCESSORS
Sunbeam Le Chef . . . . . .

SLOW COOKERS
Rival 3½-qt, flame . . . . . .

BLENDERS
Oster 10-sp, glass bowl . . . . . .

TOASTERS
Toastmaster 2-sl promo, almd . . .

CAN OPENERS
Oster, white . . . . . .
Rival, almond . . . . . .

IRONS
Sunbeam promo steam iron 8

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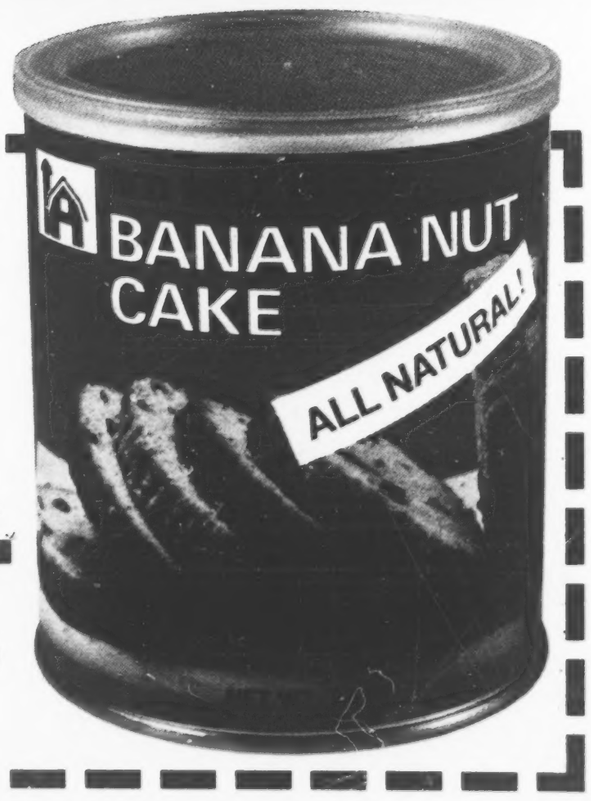
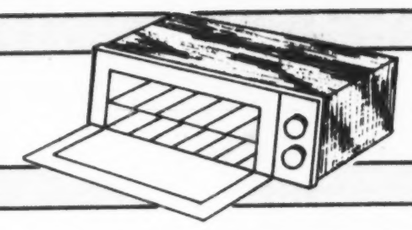


HOUSEWARES SHOW SECTION



Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

East Coast PMA Now Identifies Brand Names

By Harold Rubin
President,
HalMar Distributors

The HalMar housewares Product Movement Audit has been revamped and will now spotlight the top sellers by brand name in 10 specific categories. The new format begins with this report, which covers the Jan. 1 through Nov. 19, 1979, period.

The change was made to help discounters obtain more meaningful information on what's selling in the East Coast areas covered by this report, as well as to compare movement for the same categories in the other housewares PMA's.

An analysis of the movement in the 10 categories shows the following:

Corelle 20-pc. dinnerware, because of its lower retail continues to outsell Expressions, both in sets and open-stock.

Corning Glass' use of the Woodland design from the Pyrex line and Wildflower from the Corning Ware line on dinnerware has resulted in these two patterns scoring high on the report. Corelle in the Woodland design was No. 2 while Expressions in the Wildflower pattern was No. 6.

Expressions' Batik pattern, available for just the past half year, seems to have caught on with consumers; it ranked higher at No. 9 than Expressions' Blue Heather design despite the latter being one of the original four introduced by Corning.

Glass candles are seasonal merchandise that moves strongest just before the Christmas holiday period. Its movement was high enough to place four different offerings on the listing as Nos. 11, 14, 16 and 19.

Wineglasses and 12-oz. beverageware were the dominant items on the glassware report, reflecting both everyday and seasonal use of this merchandise.

The key wineglass line was Libbey's Mr. Pro, a step-up of-

(Continued on page 56)

Figures supplied by HalMar Distributors, Holyoke, Mass., cover 500 stores, including 400 full-line discount department stores from New England to the Carolinas. Average retail prices listed by the distributor reflect typical price points for discount clients.

HOUSEWARES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
TABLETOP				
1	Corelle 20-pc set, gold	23,374	35.95	840,295.30
2	Corelle 20-pc set, Woodland	21,354	35.95	767,676.30
3	Corelle 20-pc set, green	19,770	35.95	710,731.15
4	Expressions 20-pc set, Indian Summer	7,590	62.95	477,790.50
5	Expressions 20-pc set, Meadow	6,740	62.95	424,283.00
6	Expressions 20-pc set, Wildflower	5,813	62.95	365,928.35
7	Corelle 20-pc set, blue	6,419	35.95	230,763.05
8	Corelle 20-pc set, white	2,987	34.15	102,006.05
9	Expressions 20-pc set, Batik	1,046	62.95	65,845.70
10	Expressions 20-pc set, Blue Heather	932	62.95	58,669.40
11	Pyrex Un-candle Captain's Lamp	6,486	7.19	46,634.34
12	Corelle 5-pc completer set, gold	2,356	18.89	44,504.84
13	Corelle small platter, green	5,871	7.20	42,271.20
14	Pyrex Un-derwater candle, Neptune	5,787	7.19	41,608.53
15	Corelle small platter, gold	5,754	7.20	41,428.80
GLASSWARE				
1	Libbey 6½-oz round wine, Mr Pro	7,545	4.76	35,914.20
2	Libbey 12½-oz bev, Wheat Spray, 8-pc	4,494	7.73	34,738.62
3	Libbey 8½-oz wine, Mr Pro	5,544	4.76	26,389.44
4	Anchor Hocking 11-pc table service set, prsct	2,628	9.71	25,517.88
5	Libbey 12-oz bev, Summer, 8-pc	3,635	6.83	24,827.05
6	Anchor Hocking 4" ashtray, gold	39,060	0.62	24,217.20
7	Libbey 10½-oz wine, Mr Pro	4,635	4.76	22,062.60
8	Libbey 16-oz cooler, Tawney Accent, 4-pk	7,135	3.05	21,761.75
9	Libbey 6½-oz wine, Tawney Accent, 4-pk	4,458	4.85	21,621.30
10	Anchor Hocking 7-pc table service set, prsct	2,668	7.73	20,623.64
11	Anchor Hocking 24-pc set, Newport Crystal	1,633	12.15	19,840.95
12	Anchor Hocking 9-oz bev, crystal sham	44,163	0.44	19,431.72
13	Libbey 12-oz bev, Gold Aster, 4-pk	6,691	2.87	19,203.17
14	Anchor Hocking 24-pc set, Newport Gold	1,471	12.15	17,872.65
15	Libbey 12-oz bev, Gold Country Garden	28,740	0.62	17,818.80
COOKWARE				
1	Wear-Ever 12" Premium chef fry pn, SlvrStn	2,905	13.95	40,524.75
2	Ekco 17¼" cookie sheet, Baker's Secret	13,291	2.87	38,145.17
3	Wear-Ever 9-pc set, Premium, SlvrStn	525	69.29	36,377.25
4	Wear-Ever 10" Premium chef fry pn, SlvrStn	3,355	10.79	36,200.45
5	Ekco 13" oblng cake pan, Baker's Secret	12,594	2.60	32,744.40
6	T-Fal 10" fry pan	2,156	13.49	29,084.44
7	Ekco 14½" roast pan, Baker's Secret	7,230	3.50	25,305.00
8	T-Fal 12" fry pan	1,563	15.29	23,898.27
9	T-Fal 8" fry pan	2,192	10.79	23,651.68
10	Wear-Ever 8" Premium chef fry pan, SlvrStn	2,598	8.99	23,356.02
11	Ekco 15¼" cookie sheet, Baker's Secret	8,972	2.60	23,327.20
12	Ekco 12-cup muffin pan, Baker's Secret	7,394	3.14	23,217.16
13	Ekco 15¼" cookie sheet	11,304	1.79	20,234.16
14	Ekco 17¼" cookie sheet	9,238	1.97	18,198.86
15	Mirro 9-cup percolator	2,904	6.20	18,004.80
GADGETS				
1	Swing-A-Way portable hand can opener	10,348	3.41	35,286.68
2	Rhodes timer, white	4,112	5.66	23,273.92
3	Ekco can oener w/bottle opener	27,479	0.82	22,532.78
4	Ekco 3-way can opener	15,658	1.25	19,572.50

(Continued on page 56)

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HOUSEWARES SHOW SECTION

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

East Coast PMA

(Continued from page 55)

fering that captured four of the seven wineglass listings. The six different 12-oz. beverage glasses on the PMA broke down to three with different designs and three in colored glass, one with a texture.

The three designs were florals—Gold Aster, Wheat Spray and Summer—while the three colored glasses were in blue, tawney and gold, the latter in an embossed glass.

The even split between decorated and clear-colored glass is indicative of the even strength of both fashion types.

Two Anchor Hocking table service sets showed up as Nos. 4 and 10. This merchandise was propelled by strong seasonal movement, such as pre-Christmas sales.

The impact that step-up nonstick coatings have made on cookware isn't a secret. The extent can be gauged by the fact that this merchandise accounted for 14 of the 20 listings or 70%, including the first 10 spots.

Three different nonstick coatings made the report; SilverStone on four different Wear-Ever Premium open-stock items, T-Fal for three different open-stock pieces, and Baker's Secret on seven different Ekco bakeware items.

While the step-up cookware captured most of the listings, there continues to be a market for lower-priced goods. Four Mirro aluminum items and two Ekco regular cookie sheets also copped spots.

Trade-up Gadgets

The effort by discounters and other retailers to step up basic housewares isn't limited to just cookware. Gadgets included a number of step-ups, headed by the No. 1 item, a Swing-A-Way hand can opener which had a retail almost four times higher than the lowest priced can opener on the report, an Ekco model that was No. 3. Overall, five can openers made the report, with the Swing-A-Way and a Bonney in the No. 13 place as prime step-up examples.

Two peelers also made the report, with the item ranked No. 20 the clear step-up from the item in the No. 9 place. The step-up was also evident from the Gemco food chopper, No. 10, to the Foley 2-qt. food mill, No. 11, which is a more versatile utensil, with a tag almost four times higher.

Plastic goods is an area where character identification is important for such items as tumblers. A Sesame Street tumbler was No. 1, a Mickey Mouse mug No. 15 and straws with the Walt Disney character No. 19.

Large size is the other important consideration in plastics—

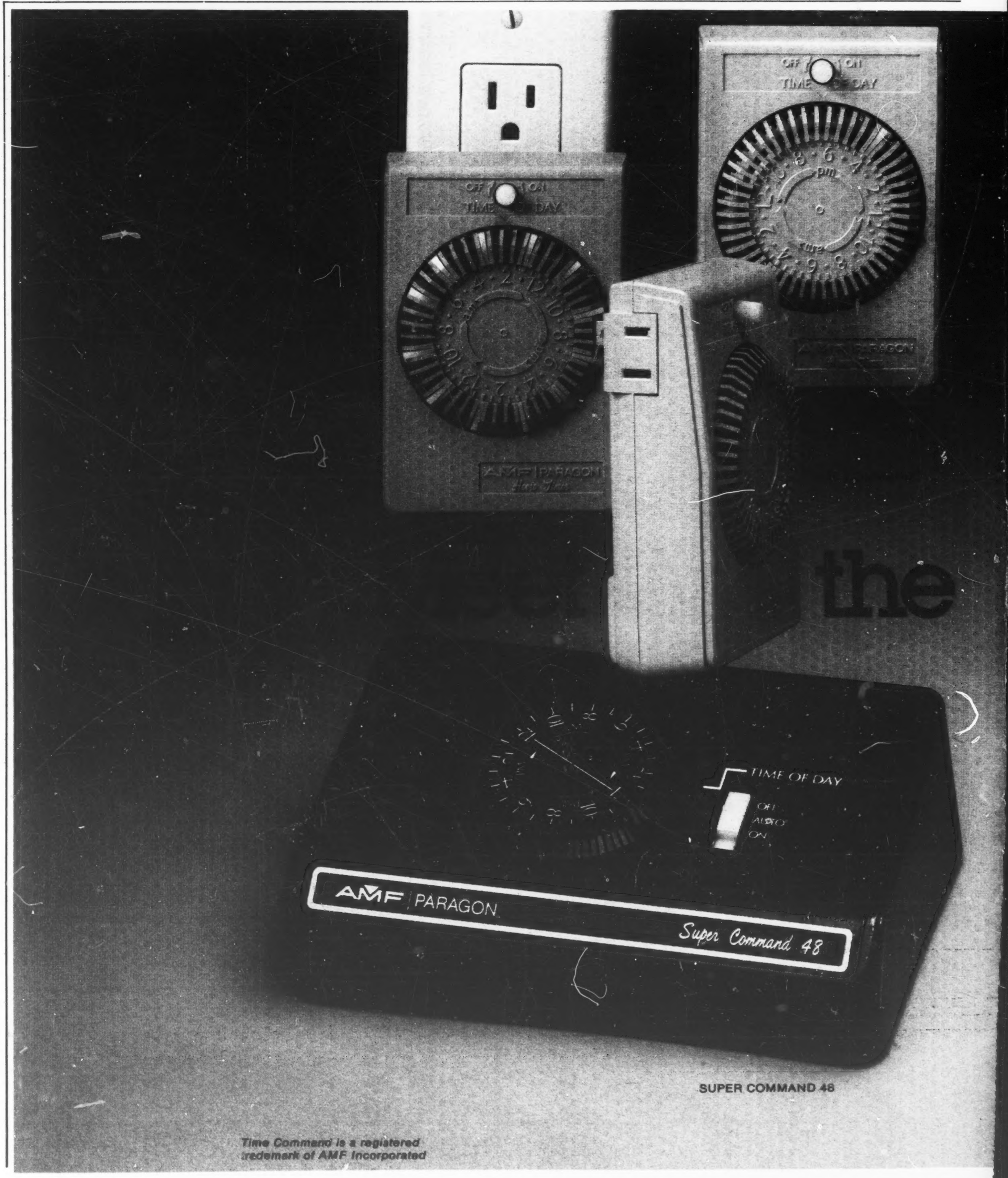
(Continued on page 57)

HOUSEWARES

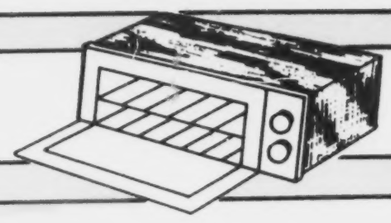
(Continued from page 55)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
GADGETS				
5	Ekco can opener, plastic handle	8,883	1.88	16,700.04
6	Ekco 8" colander-strainer	6,146	2.69	16,532.74
7	Rhodes timer, gold	2,839	5.66	16,068.74
8	Ekco 2⅛" barrel rolling pin	5,128	3.05	15,640.40
9	Ekco peeler	25,120	0.62	15,574.40
10	Gemco food chopper	7,386	1.97	14,550.42
11	Foley 2-qt food mill	1,850	7.64	14,134.00
12	Range Kleen 6" reflector pan	10,286	1.35	13,886.10
13	Bonny hand can opener	4,271	3.14	13,410.94
14	Range Kleen 8" reflector pan	7,250	1.80	13,050.00
15	Ekco 8-wing egg beater	4,654	2.69	12,519.26
PLASTICS				
1	Demand Mkt Sesame Street tumbler	19,782	0.98	19,386.36
2	Republic 1-qt uprite Freezette	6,324	2.51	15,873.24
3	Republic 1-pt uprite Freezette	6,102	2.51	15,316.02
4	Lustro-Ware 11-qt heavy duty apil, aluminum	6,637	2.24	14,866.88
5	Loma 32-gal lock-lid refuse container	1,284	10.79	13,854.36
6	Family Prod 2-qt bottle	9,353	1.34	12,533.02
7	Lustro-Ware 70-oz round decanter	6,429	1.79	11,507.91
8	Family Prod 1-qt bottle	9,983	1.07	10,681.81
9	Tucker 22-gal trash can	1,596	6.65	10,613.40
10	Lustro-Ware 1-gal square decanter	4,002	2.51	10,045.02
11	Republic 1½-pt uprite Freezette	3,949	2.51	9,911.99
12	Eagle 80-oz oblong Superseal	5,786	1.70	9,836.20
13	Beacon towel holder	6,412	1.52	9,746.24
14	Wall nylon baster	8,292	1.16	9,618.72
15	Eagle mug, Mickey Mouse	3,731	2.15	8,021.65
CLEANING & CHEMICALS				
1	3M 16-oz Scotch Guard	8,657	4.67	40,428.19
2	White Labs 16-oz X-14 mildew remover	10,792	2.87	30,973.04
3	Johnson 14-oz Pledge, lemon	11,100	2.60	28,860.00
4	Drackett 26-oz Draino	8,085	2.87	23,203.95
5	Glamorene 24-oz Spray 'N Vac	8,552	2.69	23,004.88
6	Johnson 27-oz Future	6,708	3.41	22,874.28
7	Liquid Gold 14-oz aerosol	6,686	3.23	21,595.78
8	Kaadan 28-oz lamp oil	12,348	1.70	20,991.60
9	Maggic 13-oz Panel Magic	8,109	2.42	19,623.78
10	Bissell 14-oz aerosol unholstry kit	4,380	4.22	18,483.60
11	Missouri Hickory 10-oz Tannery spray	7,596	2.42	18,382.32
12	Johnson 14-oz Pledge	7,044	2.60	18,314.40
13	Johnson 24-oz Glory	6,396	2.69	17,205.24
14	Missouri Hickory 13-oz Tannery liquid	7,008	2.42	16,959.36
15	Texize 64-oz Fantastic refill	5,198	3.23	16,789.54
BATH SHOP				
1	Selfix portable shower spray	3,848	8.55	32,900.40
2	Selfix shampoo spray	10,494	1.88	19,728.72
3	Ekco 18" towel bar	9,882	1.79	17,688.78
4	Ekco toilet tissue holder	8,809	1.79	15,768.11

(Continued on page 57)



HOUSEWARES SHOW SECTION



HOUSEWARES

(Continued from page 56)

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
5	Selfix twin hooks	13,153	1.07	14,073.71
6	Ekco 12" towel bar	8,110	1.70	13,787.00
7	Selfix toilet tissue holder	9 378	1.34	12,566.52
8	Ekco toilet tissue holder	7,387	1.61	11,893.07
9	Ekco 24" towel bar	5,484	2.15	11,790.60
10	Selfix 24" towel bar	5,980	1.97	11,780.60
11	Ekco 24" twin towel bar	4,230	2.78	11,759.40
12	Selfix two hooks	14,164	0.80	11,331.20
13	Selfix 18" towel bar	6,868	1.61	11,057.48
14	Selfix hooks, 4-pk	7,687	1.25	9,608.75
15	Compac bath tub appliques	8,415	1.07	9,004.05

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	20-gal Refuse container	5,889	10.75	63,306.75
2	Self-closing wastebasket, chocolate	5,933	6.25	37,081.25
3	10¾" high rect Laundry basket, choc	8,194	4.22	34,578.68
4	10¾" high rect Laundry basket, gold	7,991	4.22	33,722.02
5	Self-closing wastebasket, gold	4,928	6.25	30,800.00
6	10¾" high rect Laundry basket, almond	7,153	4.22	30,185.66
7	15¾" Drainer tray, gold	8,471	3.41	28,886.11
8	5¼" deep sq Dishpan, gold	12,847	2.24	28,777.28
9	Deluxe dish drainer, gold	5,756	4.49	25,844.44
10	Deluxe dish drainer, chocolate	5,661	4.49	25,417.89
11	Deluxe dish drainer, almond	5,655	4.49	25,390.95
12	Self-closing wastebasket, almond	3,995	6.25	24,968.75
13	5¼" dp sq Dishpan, chocolate	11,111	2.24	24,888.64
14	Covered wastebasket, chocolate	3,975	6.25	24,843.75
15	Clean up caddy	6,002	3.95	23,707.90

CORNING WARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Menu-ette set, Cornflower	26,609	16.19	430,799.71
2	6-cup Teapot, Spice	9,537	13.05	124,457.85
3	Sidekick	22,272	5.39	120,046.08
4	Menu-ette set, Spice	5,582	20.69	115,491.58
5	6-cup Teapot, Wildflower	8,128	13.05	106,070.40
6	Menu-ette set, Wildflower	4,788	20.69	99,063.72
7	Menu-ette skillet, Spice	18,210	4.49	81,762.90
8	6-cup Teapot, Cornflower	6,644	11.65	77,402.60
9	Large open roaster, Spice	4,711	16.42	77,354.62
10	Grab-It set	7,544	8.09	61,030.96

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3-qt Bake dish w/basket	13,185	11.65	153,605.25
2	4-qt Mixing bowl	38,890	2.96	115,114.40
3	Bake 'N Serve set, Fireside	9,893	10.75	106,349.75
4	2-qt Casserole w/basket	8,892	11.65	103,591.80
5	2-ltr Beverage jug	31,665	3.14	99,428.10
6	1-qt Casserole	30,427	3.14	95,540.78
7	3-qt Oblong bake dish	16,929	4.04	68,393.16
8	4-pc Mixing bowl set, gold	5,184	11.65	60,393.60
9	1-cup Liquid measure	35,842	1.61	57,705.62
10	2-qt Bake dish w/basket	7,546	7.19	54,255.74

Source: HalMar Distributors

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

East Coast PMA

(Continued from page 56)

with the bigger, the better.

In food storage items, for example, the top sellers included such products as a Lustro-Ware 70-oz. round decanter No. 7, and an Eagle 80-oz. oblong Superseal food container. The size scene in other plastics included a Lustro-Ware 11-qt. heavy duty pan, No. 4 and a Tucker 22-gal. trash can, No. 9.

The bath shop is one of the most basic categories, showing little change in best-selling items. It's the step-up items that discounters look to for added dollars and margin. One showed up on the report as No. 20, a Donner towel bar set in chrome.

Fashion is the big interest in Rubbermaid as discounters and other retailers track movement of the different colors offered for an item. The report has chocolate and gold with seven items each, while almond has three. Failing to score was avocado, indicating the trend away from this hue toward the earth tones.

But this doesn't tell the entire story. Three items showed up in all three of these shades. They were a self-closing wastebasket, a 10¾-in. high rectangular laundry basket and a deluxe dish drainer. In the first two cases, the chocolate color items had the highest unit movement, followed by gold and then almond. The deluxe dish drainer color movement was slightly different with gold first, followed by chocolate.

Different Strategy

What seems to be happening is that for items that don't have to coordinate with previously purchased goods, chocolate comes out on top. But when color coordination is a consideration, gold becomes more important because of the goods in these shades already in the kitchen.

Rubbermaid isn't the only category where fashion is a vital consideration. Corning Ware is another area, with the interest focused on the three different patterns. Spice captured seven listings while Cornflower and Wildflower took four each.

A key to Cornflower's strong showing is its lower price as compared to the same item in the other two designs. A case in point is the Menu-ette set, where the Cornflower offering was No. 1 while the Spice design captured No. 4 and the Wildflower No. 6. The Cornflower edition costs about $4 less.

But for items with a smaller cost spread, the other designs ranked higher than Cornflower.

Clear glass is the sales leader in Pyrex cookware. Five clear glass cookware items made the chart, while amber-colored Fireside cookware only accounted for three listings.

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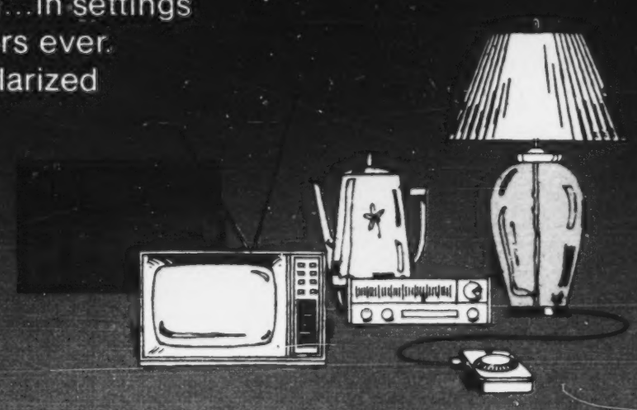
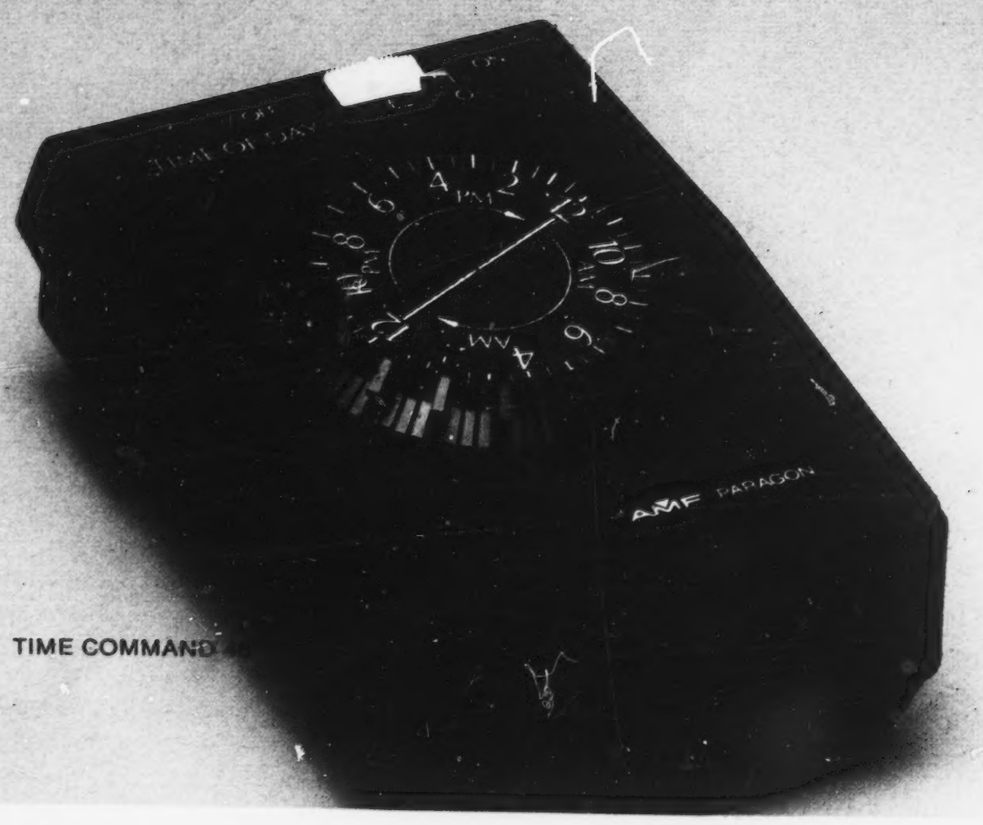


Time Commanders

We're just IN time



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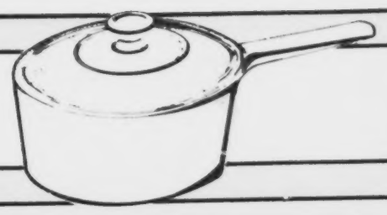

HOUSEWARES SHOW SECTION

HOUSEWARES

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
TABLETOP					
1	3	Expressions, 20-pc st, Indian Smmr	2,378	62.95	149,695.10
2	1	Expressions, 20-pc st, Wldflwr	2,116	62.95	133,202.20
3	5	Corelle, 20-pc st, wht	3,411	34.15	116,485.65
4	6	Expressions, 20-pc st, Meadow	1,600	62.95	100,720.00
5	2	Corelle, 20-pc set, gold	2,633	35.95	94,656.35
6	4	Corelle, 20-pc set, green	2,596	35.95	93,326.20
7	7	Corelle, 20-pc set, Woodland	2,050	35.95	73,697.50
8	8	Expressions, 20-pc set, Batik	845	62.95	53,192.75
9	—	Royal China 20-pc st, Sante Fe	935	31.50	29,452.50
10	12	Royal China 20-pc st, Sussex	895	31.50	28,192.50
11	9	Expressions, 20-pc st, Bl Hthr	442	62.95	27,823.90
12	—	Royal China 20-pc st, Wdlnd Mgc	819	31.50	25,798.50
13	—	Royal China 20-pc st, Frolic	819	31.50	25,798.50
14	10	Corelle, 20-pc set, blue	689	35.95	24,769.55
15	—	Royal China 20-pc set, Fantasy	650	31.50	20,475.00
16	—	Pyrex Un-Candle, Captains Lamp	2,783	7.19	20,009.77
17	—	Royal China 20-pc set, Dsrt Rse	577	31.50	18,175.50
18	—	Expressions, 20-pc set, April	221	62.95	13,911.95
19	—	Pyrex Un-derwater candle, Neptune	1,932	7.19	13,891.08
20	—	Pyrex Un-derwater candle, Nautilus	1,890	7.19	13,589.10
GLASSWARE					
1	1	Libbey, 24-pc Chivalry	2,185	19.80	43,263.00
2	6	Jeanette, 26-pc pnch bwl st	3,236	12.60	40,773.60
3	2	Libbey, 6½-oz tll wn, Cttn, 4-pk	7,641	5.04	38,510.64
4	3	Libbey, 6½-oz rd wn, Cttn, 4-pk	5,857	5.04	29,519.28
5	10	Libbey, 11-oz wht wn, Cttn, 4-pk	4,690	5.04	23,637.60
6	11	Libbey, 12-oz rd wn, Cttn, 4-pk	4,382	5.04	22,085.28
7	—	Libbey, 6½-oz sherbert, Cttn, 4-pk	3,196	5.04	16,107.84
8	—	Libbey, 12-oz bev, Chivalry, 4-pk	3,437	4.14	14,229.18
9	—	Anchor Hocking 1-gal strg jr w lid	2,053	6.93	14,227.29
10	5	Libbey, 10-oz goblet, Cttn, 4-pk	2,325	5.58	12,973.50
11	—	Libbey, 16-oz clr, Chvlry, 4-pk	2,825	4.32	12,204.00
12	—	Libbey, 1-oz cordial, Cttn, 4-pk	2,327	5.04	11,728.08
13	—	Anchor Hocking, 4-lb sq cndy jr w lid	4,162	2.79	11,611.98
14	—	Libbey, 10-oz rocks, Chivalry, 4-pk	2,922	3.87	11,308.14
15	—	Libbey, 20-oz wn, Vino Grande	5,010	2.25	11,272.50
16	4	Anchor Hocking, 7-pc cndmnt st	810	13.50	10,935.00
17	—	Anchor Hocking, 4-pc ic bkt st, Wxfd	727	13.41	9,749.07
18	—	Libbey, 13-oz wine, Vino Grande	3,889	2.25	8,750.25
19	—	Libbey, 5-gal Pig, crystal	379	22.50	8,527.50
20	—	Anchor Hocking, 5-gal jr w glss lid	1,871	4.50	8,419.50
COOKWARE					
1	2	T-Fal, 7" skillet, rouge	21,586	6.28	135,560.08
2	—	Columbian roaster, Bird	5,874	10.43	61,265.82
3	3	Revere, 2⅓-qt whstl tea kttl	3,451	15.30	52,800.30
4	1	Regal, 10" skillet, SilverStone	5,005	9.88	49,449.40
5	6	Melitta, 10-cup drip coffeemaker	7,181	6.29	45,168.49
6	4	Wear-Ever, 10" chf fry pn, prmm	3,402	10.79	36,707.58
7	—	Mr. Microwave utility cssrl	542	67.50	36,585.00
8	—	Nordic, 12-cup Bundt pan	5,503	6.29	34,613.87
9	—	Enterprise, 7-pc st, French Vanilla	850	40.45	34,380.25
10	—	T-Fal, 10" fry pan	2,083	13.48	28,078.84
11	9	Revere, 2-qt hi-dm cppr kttl	1,172	23.40	27,424.80
12	10	Revere, 1-qt tea kttl, cp-btm	1,266	21.60	27,345.60
13	13	Revere, 3½-qt tea kttl, cpp-btm	1,368	19.80	27,086.40

(Continued on page 63)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Seasonals Hot; Nonstick Scores In Cookware

By Jerry Falk
Executive Vice President, Bacar Inc. Distributors

Seasonal housewares geared to holiday entertaining generated the main impact on the Product Movement Audit for the West Coast for the Aug. 15 through Nov. 15, 1979, period. It resulted in the first-time appearance on the PMA of such tabletop items as Royal China 20-pc. dinnerware sets in the Woodland Magic, Frolic, Fantasy and Desert Rose patterns, and a Pyrex Un-Candle in the Captain's Table design.

The holiday-oriented merchandising also enabled dis-

Figures supplied by Bacar Inc., of San Jose, Calif., cover 1,300 stores, including 200 discount department stores. Average retail prices listed by the distributor reflect typical price points for discount clients.

counters and other retailers to continue their housewares step-up, with trade-up nonstick items scoring big in the cookware area. An Enterprise 7-pc. set with a French Vanilla design and a SilverStone nonstick finish, for example, showed up as a new item in the No. 9 spot and carried a $40.45 average retail price which is among the higher tags for this line.

Items making their debut on the PMA due specifically to the interest in entertaining were the Aluminum Filter fry filter and Irvin wing corkscrew, Nos. 8 and 16 in gadgets, and the Anchor Hocking 4-pc. ice buck-

(Continued on page 63)

Fast Movers On West Coast

The following "New Items" chart lists the products (and their rank) that are appearing on the Bacar Inc., distributor, housewares PMA for the first time. In addition, under the heading "High Risers" are items (and their rank) that have moved up five or more places from the previously published report.

Category/Item	Rank
NEW ITEMS	
TABLETOP	
Royal China 20-pc st, Wdld Mgc	12
Royal China 20-pc st, Frolic	13

(Continued on page 63)

"We've done it again!"

TV Star William Conrad

Once more retailer successes are proving Pittway has the right product . . . right price . . . and right program!

- **THE PRODUCT** — Pittway's new First Alert Family Protection System™ is a wireless perimeter alarm system that can be expanded to provide complete family protection with optional transmitting smoke and gas detectors, personal emergency transmitters and additional intrusion transmitters.

  Key features include: Battery Monitor,™ a unique low-battery checking circuit that monitors the batteries in all intrusion transmitters . . . built-in horn, LEDs and an optional siren that identify the type of emergency . . . and a special test circuit which simplifies installation and allows protected openings to be checked from the console prior to arming the system.
- **THE PRICE** — Pittway's First Alert Family Protection System™ is priced to sell. You can reach exciting promotional price points while ringing up full-margin profits with its many accessories!
- **THE PROGRAM** — Powerful new William Conrad TV commercials . . . national magazine ads in publications such as *Time, Newsweek, People* and *Sports Illustrated* . . . heavy P.R. campaign . . . P.O.S. film . . . everything you need to sell!

AND TO EXPAND THE CATEGORY FURTHER — ANOTHER NEW INTRUSION ALARM TO BE INTRODUCED AT THE HOUSEWARES SHOW!

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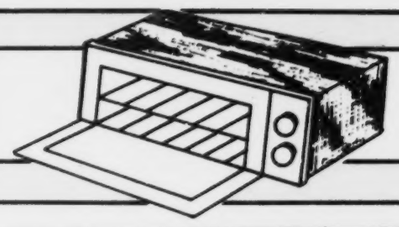
HOUSEWARES SHOW SECTION



Discount Store News

PRODUCT MOVEMENT AUDIT

Seasonals Hot

(Continued from page 62)

et set, Wexford cut, No. 17 in glassware.

At the same time, gearing up for fourth-quarter seasonal needs resulted in a host of housewares moving up strongly on the PMA. Among the items were Pyrex UN-derwater candles in the Neptune and Nautilus designs, Nos. 19 and 20 in tabletop; a Columbian roaster, No. 2 in cookware; Foley nylon baster, Ekco cake rack and Foley rolling pin, Nos. 9, 14 and 20 in gadgets; Plastic Mfg. 5-qt. mixing bowl, No. 8 in plastics; Curity 2-yd. cheese cloth, No. 19 in cleaning and chemicals; large open roasters in the Wildflower and Cornflower patterns, Nos. 19 and 20 in Corning Ware, and 9-in. pie plate and 6-oz. custard cup, Nos. 17 and 18 in Pyrex.

What shouldn't be overlooked in examining the holiday-oriented housewares is the fact that many are basic everyday items. They just don't show up during most other times of the year because their low average retail price and/or low unit movement doesn't propel them into the top 15 or 20 listings in their classifications.

Good examples of this are the nylon baster and the rolling pin

(Continued on page 64)

West Coast

(Continued from page 62)

Royal China 20-pc st, Fantasy ... 15
Pyrex Un-Candle, Cptn's Lmp ... 16
Royal China 20-pc set, Dsrt Rs .. 17

GLASSWARE
Anchor 1-gal strg jr w/ld 9
Anchor 4-pc ice, bckt st, Wxfrd .. 17
Anchor 5-gal strg jr w/lid 20

COOKWARE
Enterprise 7-pc st, Frnch Vnl 9
Revere 3-pc bwl st w/rngs 18

GADGETS
Almnm Filter fry crsp fltr 8
Irvin wing corkscrew 16

PLASTICS
Sterilite hndy cddy 18

CLEANING & CHEMICALS
Gem dlx spng mp w/scrb 15

HIGH RISERS

TABLETOP
Royal China 20-pc st, Snt Fe 9
Pyrex Un-derwater cndl, Nptn ... 19
Pyrex Un-derwater cndl, Ntls 20

GLASSWARE
Libbey 11-oz wh wn, Cttn 5
Libbey 11-oz rd wn, Cttn 6
Libbey 6½-oz shrbt, Cttn 7
Libbey 12-oz bv, Cttn 8
Libbey 16-oz clr, Cttn 11
Libbey 1-oz crdl, Cttn 12
Anchor 4-lb sq cnd jr w/ld 13
Libbey 10-oz rcks, Cttn 14
Libbey 20-oz wn, Vn Gnrd 15
Libbey 13-oz wn, Vn Grnd 18
Libbey 5-gal Pig, crstl 19

(Continued on page 64)

HOUSEWARES

(Continued from page 62)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
COOKWARE					
14	—	Anchor Hocking Microwave bcn grll	4,431	6.02	26,674.62
15	5	Columbian, 7-qt cnnr jr, bl	1,823	14.35	26,160.05
16	8	Revere, 8-qt stck pt, cppr-cld	759	34.20	25,957.80
17	12	Vollrath, 13-qt mix bwl, stnlss stl	2,617	9.90	25,908.30
18	—	Revere, 3-pc bwl st w/rings	1,493	16.20	24,186.60
19	—	T-Fal, 12" fry pan	1,577	15.28	24,096.56
20	7	Revere, 12-qt stck pt, cppr-cld	500	47.70	23,850.00
GADGETS					
1	1	Melitta, #6 fltr ppr, 100-ct	7,680	3.59	27,571.20
2	3	Swing-A-Way, hnd cn opnr, Harvest	4,867	3.58	17,423.86
3	2	Range Kleen, 8" GE rng pn	9,145	1.80	16,461.00
4	7	Lux timer, white	2,505	6.28	15,731.40
5	5	Swing-A-Way, hnd cn opnr, chclt	4,326	3.58	15,487.08
6	8	OK, 12"x14" ovr-snk brd	1,988	7.65	15,208.20
7	4	Range Kleen, 6" GE rng pn	10,560	1.35	14,256.00
8	—	Aluminum Filter fry crsp fltr	5,206	2.68	13,952.08
9	—	Foley nylon baster	15,565	0.88	13,697.20
10	6	Tricolator, 3½" Norelco fltr ppr	9,489	1.43	13,569.27
11	—	Lux timer, Avocado	1,962	6.28	12,321.36
12	—	E-Z Foil, electric burner bibs	7,083	1.70	12,041.10
13	10	Range Kleen, 8" refl pan	5,874	1.80	10,573.20
14	—	Ekco 10½"x16" ck rck	4,700	2.24	10,528.00
15	—	E-Z Foil oven liner	6,144	1.70	10,444.80
16	—	Irvin wing corkscrew	3,180	3.23	10,271.40
17	13	Range Kleen, 6" refl pan	7,321	1.35	9,883.35
18	9	Grayline 8-slot lid rck	3,571	2.68	9,570.28
19	12	Range Kleen, 8" refl pn, spr elem	3,102	2.92	9,057.84
20	—	Foley rlng pn, bll brng	3,373	2.68	9,039.64
PLASTICS					
1	2	Tucker, 30-gal grbg cn	1,558	11.68	18,197.44
2	1	Frigidaire ice cb try	9,596	1.52	14,585.92
3	6	Republic 1½-pt uprite Frztt st	4,932	2.51	12,379.32
4	—	AFA/Thiokol 16-oz spry bttl	9,215	1.34	12,348.10
5	10	Republic 1-qt uprite Frztt st	4,758	2.51	11,942.58
6	14	Republic 1-pt uprite Frztt st	3,809	2.51	9,560.59
7	8	Republic Frztt ck srvr	2,118	4.48	9,488.64
8	—	Plastic Mfg 5-qt mx bwl	3,254	2.87	9,338.98
9	5	Republic 6½ flt Frztt	2,586	3.58	9,257.88
10	4	Republic 2-qt Frztt rfrg bttl	6,768	1.34	9,069.12
11	7	Republic 3-qt flt Frztt	4,500	1.88	9,024.00
12	9	Republic ½-gal uprt Frztt	5,856	1.52	8,901.12
13	3	Loma 32-gal trsh cn, Avcd	672	12.59	8,460.48
14	—	Republic Frztt loaf cntnr	2,286	3.58	8,183.88
15	12	Republic 2½-ltr rnd jr, Frzztt II	4,554	1.78	8,106.12
16	15	Republic 2½-pt flt Frztt	5,268	1.34	7,059.12
17	—	Republic 12-oz uprite Frztt	2,724	2.51	6,837.24
18	—	Sterilite Handi Cddy	3,864	1.70	6,568.80
19	13	Tucker, 6-gal trsh cn	1,420	4.48	6,361.60
20	—	Arrow, 16-oz Rnbw Tmblr	11,460	0.53	6,073.80

(Continued on page 64)

PAAS®

Easter Egg Color Kits and Easter Grass

- Cold water fizz tablets
- Non-flammable
- In Green, Yellow, Pink or Orchid

The Perfect Set Ups for Easter Profits!

For maximum sales and profits, build your Easter promotions around these colorful, traffic-building PAAS floorstands. PAAS is the name your customers recognize and buy.

PAAS *will be nationally advertised during the peak selling season in programs such as Captain Kangaroo® and Saturday morning children's programming.*

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AVAILABLE IN 3 DIFFERENT PREPACKED FLOORSTANDS

$1.39* Kits packed 6½ dz. per floorstand

99¢ Kits packed 6⅔ dz. per floorstand

69¢ Kits packed 19½ dz. per floorstand

AVAILABLE IN 4 DIFFERENT PREPACKED FLOORSTANDS

89¢ Grass (2¾ oz.) packed 4½ dz. per floorstand (Green only **or** assorted colors)

59¢ Grass (1½ oz.) packed 8 dz. per floorstand (Green only **or** assorted colors)

*All prices suggested retail.

HOUSEWARES SHOW SECTION

HOUSEWARES

(Continued from page 63)

CLEANING & CHEMICALS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Mop-A-Matic spng mp	3,404	11.65	39,656.60
2	3	National corn brm ecnm	5,472	3.32	18,167.04
3	4	Magla latex glvs, mdum	12,586	1.16	14,599.76
4	2	Kellogg 14" patio brm, Plmr	3,602	3.50	12,607.00
5	5	Hoover vcm bgs, uprght	12,228	0.90	11,005.20
6	7	Magla latex glvs, lrg	9,260	1.16	10,741.60
7	9	Magla ltx glvs, smll	8,604	1.16	9,980.64
8	6	3M Scotch Brt, scrng pd	18,708	0.53	9,915.24
9	13	Quickie atmtc spng mp	1,236	6.29	7,774.44
10	—	O-Cel-O hnd spng	9,560	0.80	7,648.00
11	14	Ballonoff cppr dstpn	4,884	1.52	7,423.68
12	—	Protecto mth blls, 10-oz	5,844	1.25	7,305.00
13	10	Hoover Dialamatic vcm bgs	7,910	0.90	7,119.00
14	—	McClung crn brm, snflwr	962	7.19	6,916.78
15	—	Gem dlx spng mp w/scrb	1,272	5.38	6,843.36
16	—	National crn brm, brwn	1,224	5.57	6,817.68
17	—	Eureka uprght vcm bgs	7,534	0.90	6,780.60
18	11	Associated vcm bgs, uprght	7,476	0.90	6,728.40
19	—	Curity chs clth, 2-yd	7,069	0.88	6,220.72
20	—	National crn brm	930	6.56	6,100.80

BATH SHOP

1	1	Grayline large shower caddy	7,907	4.48	35,423.36
2	2	Grayline shower caddy	9,108	2.68	24,409.44
3	—	Kellogg bowl brush, plastic	5,331	0.89	4,744.59
4	—	Selfix twin hooks	4,188	1.07	4,481.16
5	3	Selfix shampoo spray	2,024	1.88	3,805.12
6	4	US household appliques, frogs	1,764	1.97	3,475.08
7	5	Selfix portable wall/hand shower	347	8.54	2,963.38
8	6	Ekco 18" towel bar, chrome	1,452	1.78	2,584.56
9	12	3M toilet bowl brush	973	2.51	2,442.23
10	7	Ekco 24" towel bar, chrome	1,110	2.16	2,397.60
11	10	US household appliques, mshrms	1,188	1.97	2,340.36
12	9	Ekco 12" towel bar, chrome	1,368	1.70	2,325.60
13	—	Arrow bath caddy, pearltone	1,655	1.34	2,217.70
14	13	Selfix gripper soap holder	1,662	1.07	1,778.34
15	—	Borg scale, Williamsburg Gold	99	17.09	1,691.91

RUBBERMAID

1	2	32-gal Trash can, chocolate	1,898	20.65	39,193.70
2	1	32-gal Trash can, avocado	1,832	20.65	37,830.80
3	6	Single turntable, sand	9,932	1.78	17,676.96
4	—	Twin turntable, sand	4,784	3.41	16,313.44
5	3	Clean-up caddy	4,017	3.95	15,867.15
6	—	Twin turntable, gold	4,309	3.41	14,693.69
7	7	Single turntable, gold	8,036	1.78	14,304.08
8	5	12" Slide-out drawer	2,243	6.25	14,018.75
9	4	16" Slide-out drawer	1,878	7.15	13,427.70
10	9	Storage turntable, sand	2,025	5.38	10,894.50
11	—	Wrap and bag organizer	2,752	3.95	10,870.40
12	8	Shelf liner, cane, chocolate	8,148	1.25	10,185.00
13	—	Ironing organizer	2,547	3.95	10,060.65
14	—	Shelf & drawer liner, cane, chocolate	7,978	1.25	9,972.50
15	15	15" high Wastebasket, chocolate	2,817	3.41	9,605.97

CORNING WARE

1	1	Trio set, Spice	5,598	20.69	115,822.62
2	2	Grab-It set	6,524	8.09	52,779.16

(Continued on page 69)

BIG POPPA!™
The big features, the big promotion, the big sales leader. That's Presto® PopCornNow™ continuous corn popper. America's "big poppa" in hot air corn poppers. Continuous feeding ..automatic buttering ..features that sell-on-sight in side-by-side comparison. Order early and have the stock you need to meet consumer demand for this new, highly promoted winner from Presto.
IMPROVED DuPont approved finish TEFLON II
PRESTO®
...innovation to make it first—quality that makes it last and last™

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Seasonals Hot

(Continued from page 63)

in gadgets. In the previous report, the baster had a unit movement of only 2,995 as compared to the current report's 15,565. The rolling pin had a unit movement of only 1,003 as against the 3,373 on the current report.

Both items, along with many of the other holiday-oriented products, are basics that form the backbone of housewares. These items "star" during specific times of the year as discounters and other retailers buy-in for each product's peak selling period.

Despite the importance of the seasonal items, a number of other directions were also evident in the PMA.

In tabletop, the new Batik design for Expressions dinnerware seems to be holding its own and ranked No. 4 among the Expressions sets that made the PMA. It was ahead of Blue Heather, with that design acknowledged as the weakest now that April has been discontinued. (Goods in the April design are still available.)

Sets captured the top two listing in glassware. The important fact, however, is that Libbey's Chivalry pattern was No. 1 on the list, with a 24-pc. set,

(Continued on page 69)

West Coast

(Continued from page 63)

COOKWARE

Columbian rstr, Brd 2
Mr Microwv utlt cssrl 7
Nordic 12-cup Bndt pn 8
T-Fal 10" fry pn 10
Anchor Mcrwv bcn grl 14
T-Fal 12" fr pn 19

GADGETS

Foley nlyn bstr 9
Lux timr, wh 11
E-Z Foil elctrc brnr bbs 12
Ekco 10¼" x 16" ck rck 14
E-Z Foil ovn lnr 15
Foley rllng pn, bll brng 20

PLASTICS

AFA/Thiokol 16-oz spr bttl 4
Republic 1-qt uprt Frzt st 5
Republic 1-pt uprt Frzt st 6
Plastic Mfg 5-qt mxng bwl 8
Republic frzt lf cntr 14
Republic 12-oz uprte Frztt 17
Arrow 16-oz Rnbw tmblr 20

CLEANING & CHEMICALS

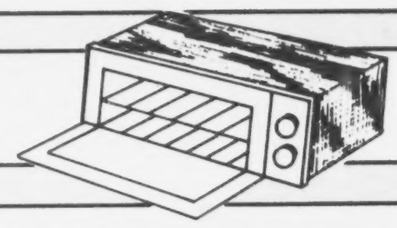
O-Cel-O hnd spng 10
Protector 10-oz mth blls 12
McClung crn brm, snflwr 14
National crn brn, brwn 16
Eureka uprt vacm bgs 17
Curity 2-yd chs clth 19
National crn brm 20

BATH SHOP

Kellog bwl br, plst 3
Arrow bath cddy, pritn 13
Borg scl, Wllmsbrg gld 15
Borg, scl, Wllmsbrg brwn 16
Ekco 24" twl br, die cst 18
Ekco twl rng, plst 19
Selfix 24" twl br 20

(Continued on page 69)

HOUSEWARES SHOW SECTION



Seasonals Hot on West Coast

(Continued from page 64)

while three other Chivalry items made the chart. The clean lines of the design seem to have made it almost an instant success and it was the only beverageware to make the PMA.

Also high on the list, particularly during the last quarter, was stemware. Libbey's Citation pattern captured seven places for items ranging from 1-oz. cordials to 10-oz. goblets and 10-oz. on-the-rocks glasses.

Two different types of step-up cookware made the report. One was high-end nonstick coatings as seen in the three T-Fal listings.

The other trend was in step-up all-metal cookware, with Revere capturing seven places. One was for a 12-qt. copper-clad stock pot that had a $47.70 average retail price, one of the highest for any single housewares piece in the report.

Large garbage cans are by far the best sellers in the plastics area. The No. 1 item in the category was a Tucker 30-gal. can while a Loma 32-gal. offering was No. 13. But the dominant plastics continued to be Republic's Freezette line, which captured 11 places.

The interest in large-size garbage cans was also seen in the Rubbermaid listing, where 32-gal. units were Nos. 1 and 2. The difference, however, is that these items were the top sellers despite the fact that they are much higher in price—$20.65 as the average retail—than their promotional counterparts. Name brands can and do enable discounters to step up successfully in housewares.

Higher priced goods also captured the top spots in the bath shop as Grayline shower caddies were the Nos. 1 and 2 items, a Selfix shower was No. 7 and an Ekco 24-in. die-cast towel bar was No. 18.

While most housewares manufacturers haven't had any problem delivering goods, Corning Glass is an exception. In the Pyrex area, clear cookware dominates and movement for the merchandise would have been even greater if it weren't for supply problems for most clear Pyrex items.

The Autumn Harvest design, introduced at the July housewares show, has started to make an impact and the popular 4-pc. mixing bowl set in this pattern was No. 6.

Corning Ware items geared for singles and small families captured three of the top four listings. The two different Grab-Its and the Sidekick were beaten out for the top spot by the Trio set, which was one of the better sellers last year.

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

HOUSEWARES

(Continued from page 64)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
CORNING WARE					
3	4	Grab "4" It set	3,027	15.29	46,282.83
4	3	Sidekick	7,980	5.39	43,012.20
5	8	Menu-ette set, Spice	1,929	20.69	39,911.01
6	7	Kitchen Starter set, Spice	1,083	34.19	37,027.77
7	14	Microwave browning grill	1,893	19.35	36,629.55
8	—	Menu-ette set, Wildflower	1,692	20.69	35,007.48
9	6	Kitchen Starter set, Wildflower	985	34.19	33,677.15
10	11	6-cup Teapot, Spice	2,344	13.05	30,589.20
11	13	Cook's Choice set, Wildflower	605	48.59	29,396.95
12	—	Large Counter-Saver, Spice	1,386	18.89	26,181.54
13	—	6-cup Teapot, Wildflower	1,952	13.05	25,473.60
14	—	Large Counter-Saver, Wildflower	1,233	18.89	23,291.37
15	—	Large Counter-Saver, Cornflower	1,341	17.09	22,917.69
PYREX					
1	1	3-qt Oblong bake dish	11,311	4.04	45,696.44
2	2	3-qt Utility dish w/ basket	3,055	11.65	35,590.75
3	3	4-pc Canister set, Spice	2,660	10.79	28,701.40
4	5	2-qt Oblong bake dish	7,192	3.59	25,819.28
5	6	1-cup Liquid measure	14,905	1.61	23,997.05
6	15	4-pc Mixing bowl set, Autumn Harvest	1,924	11.65	22,414.60
7	4	4-pc Canister set, Wildflower	1,876	10.79	20,242.04
8	13	4-pc Mixing bowl set, gold	1,728	11.65	20,131.20
9	8	7" Pie plate	13,109	1.34	17,566.06
10	7	2-qt Serving pitcher	2,500	6.25	15,625.00

Source: Bacar Inc.

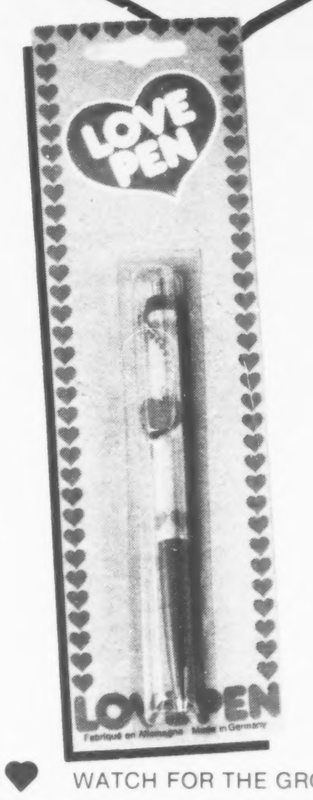
Some No-shows Prefer Distribs

The National Housewares Manufacturers Association asserts that it's important to attend the January housewares show to see firsthand what's new. But some electric housewares buyers don't agree and expected to miss the show.

One merchandiser for a Midwest discounter—who also buys consumer electronics—summed up the situation by noting that his electric housewares distributor will show him the new items and report the latest deals a week or two before the show "so why should I waste my company's money and my time when I have other things to do?"

He plans to attend the Consumer Electronics Show because "that's the only place to see the new products and make deals with manufacturers. There aren't any consumer electronics distributors."

VALENTINE SPECIAL
r.k. senator
"LOVE PEN"



Suggested retail: $1.98 ea.

Here's the perfect tie-in with every Valentine's Day sale! Great all year long, too! Colorful ball pen with miniature heart on a fine chain.

Available as shown—on cards: 36-card minimum order. 50% dealer discount. Bulk packed, shipped F.O.B. Chicago. Call (312) 622-8707 or send your order to:

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7186 W. Grand Ave., Chicago, IL 60635

WATCH FOR THE GROWING LINE OF SENATOR PRODUCTS

Up 'n' Coming

(Continued from page 64)

RUBBERMAID

Twin trntbl, snd 4
Twin trntbl, gl 6
Wrap and bg orgnzr 11
Ironing organizer 13
Shelf & drwr lnr, cn, choc 14
18"-hi Wstbskt, choc 16
Deluxe dsh drnr, almnd 17
15¾" Drnr try, gold 20

CORNING WARE

Microwave brwng grl 7
Large Cntr-Svr, Sp 12
6-cup Teapot, Wldflwr 13
Large Cntr-Svr, Wldflw 14
Large Cntr-Svr, Crnflwr 15
Cook's Choice, Spice 16
2-qt Saucepan, Spice 18
Large open rstr, Wldflwr 19
Large open rstr, Crnflwr 20

PYREX

4-pc Mixing bwl st, Atmn Hrvst ... 6
4-pc Mixing bwl st, gld 8
4-pc Mixing bwl st, Wdlnd 11
4-pc Mixing bwl st, gr 13
9" Pie plate 17
6-oz Custard cup, 4-pk 18
1-qt Liquid measure 19

"Let the Dorcy professionals help you build a more profitable portable lighting program"

DORCY DELIVERS

Dorcy Lighting products and your name brand batteries go hand-in-hand to help you develop maximum profit from lighting sales. Dorcy lights are the most innovative in the market, with fresh new products and unique packaging and display techniques. And nobody in the business knows lighting merchandising like the Dorcy professionals. Give them the opportunity to show you how portable lighting can become more profitable for your chain.

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7/30/80 C-5150-203

Diet Products Top H&BA PMA: Pp. 18-21

Discount Store News

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

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Korvettes to Follow Firings With Turnaround Program

Korvettes' president Nicholas Palihnich (right) and DSN's publication director Stu Horton discuss Korvettes' merchandising problems during a tour of the Douglaston, N.Y., store. (DSN photo)

NEW YORK—Korvettes asserts it is going to do more than just fire employees to turn itself around.

The 50-store discounter at presstime was due to reveal the new financial and merchandising program that is at the heart of its turnaround effort.

Earlier this month Korvettes dismissed 300 employees—including six vice presidents—to bring to 1,500 the number let go since April 1979 when Agache-Willot acquired the chain from Arlen Realty & Development Corp. for $35 million.

(Agache-Willot since then has pumped in about $60 million to maintain Korvettes in the face of a number of financial problems, including a lack of confidence among some vendors.)

The firings, which reduced Korvettes' employees to about 8,500, were a vital element in the first stage of the turnaround effort, which focused on reducing expenses.

Korvettes executives confirmed that the second stage—the financial and merchandising changes—will include the closing of some stores and converting of excess space in others.

The executives have emphatically denied persistent reports that as many as 15 stores would be closed and that units outside of the Metro New York Area would be cut back most heavily.

A spokesman told DSN: "We deny any wholesale closing of stores outside of New York and any plan to become just a metro New York chain."

He asserted: "Korvettes plans only a small number of closings. We are in the midst of reviewing Christmas sales and are holding discussions with landlords, so we can't tell the number."

DSN spoke with landlords (other than Arlen) that own some shopping centers housing Korvettes stores, and no one reported any Korvettes plans to

(Continued on page 26)

CE Mfrs.' Average Price Boosts Are Less Than Buyers Feared

LAS VEGAS—Many discounters were pleasantly surprised at the winter Consumer Electronics Show when cost increases in key lines turned out to be more moderate than feared.

"I expected to find that prices would be up an average of 10%-15%," said an ALCO spokesman. "I haven't figured out what the increases average out to, but it is a lot less than I anticipated. Some items increased in price, but others decreased."

A Heck's buyer, the first representative the chain has ever sent to the show, said prices for calculators and LCD watches would be lower for 1980.

"We've always gone in and out with LCD's and we were offered a very exciting price for a Casio chrono alarm. The cost is about $19 so we'll sell it at $29.85 everyday and $5 less on ad. That's a fantastic price for a chrono alarm. It has a plastic band, but at that price I don't think that will hurt it."

Heck's also committed itself at the show to a pocket-sized printing calculator on an in-and-out basis at tax time. The calculator, made by Canon, has a display as well as the printing capability, and will retail for $69 everyday and $54 on promotion.

While exhibitors displayed many new high-end products, most new offerings of interest to discounters were derivations of existing merchandise.

"At some past shows, there were whole new lines that we could go with, but this year's show was limited mostly to refinements," a Gaylords spokesman said.

Buyers for Nichols, Gaylords and ALCO, among others, said manufacturers sought to whet discounters' appetites with private previews of facelifts for au-

(Continued on page 7)

UFCW's Local 888 Wins a Mays Election

Woolco Fights New Rule Allowing Unions To Approach Workers on Store Property

NEW YORK—Woolco has launched a legal attack against a ruling that allows a union for the first time to solicit workers on store property.

The discounter has filed an exception to the decision (made by National Labor Relations Board administrative law judge Stanley Ohlbaum) which allows a union to distribute literature and talk with clerks on sidewalks in front of stores and in in-store public restaurants.

The ruling in favor of Local 101, International Brotherhood of Craftsmen, Professional Workers and Allied Trades (IBCPW), came at the same time that the NLRB, in a separate action, certified Local 888, United Food & Commercial Workers (UFCW), as the bargaining agent for clerks in J. W. Mays' 14th Street, New York City, store.

A Local 888 petition for representative elections at Mays' stores in downtown Brooklyn and in Jamaica, N.Y., is pending before the NLRB.

The union won an election at Mays' 14th Street store by a 280 to 50 vote, with 104 ballots challenged by the discounter. It was the first time in almost 30 years that a union won a representative election at a major retail store in the Greater New York area and followed various efforts by the local to organize Mays during a 12-year period.

The Mays balloting was among the few elections won by unions, according to recent results reported by the NLRB.

A DSN tally of the four latest

(Continued on page 22)

Jefferson to Double Philly-Area Ante If It Closes Deal for Dozen Two Guys

PHILADELPHIA—Miami-based Jefferson Stores could double its entry into this market area if a deal being negotiated with Vornado, operator of Two Guys discount stores, goes through.

By several reports, Jefferson and Vornado agreed that Jefferson would acquire some dozen Two Guys units in Pennsylvania and southern New Jersey at DSN's presstime. This was not confirmed by officials at the two firms, however.

Vornado treasurer Norman Potash said closing of the deal "had not happened yet." Jefferson's senior vp of marketing Joel Peney said: "There are negotiations going on with Vornado, but I do not have information right now that the deal has been closed."

The two firms were reportedly close to agreement, and at presstime there seemed little doubt that the deal would be completed.

A spokesman at Jefferson parent Montgomery Ward said: "We are talking lease and not purchase at this point."

A completed deal would raise Jefferson's store count to over 20 in the Greater Philadelphia area.

Jefferson acquired 11 nearby sites last year from J. M. Fields, which are scheduled for spring openings.

Jefferson also bought out 10 Almart/Hunter stores last year. Almart stores operating now will also be converted to Jeffersons in the spring, giving Jefferson units in Wilmington, Del., to the south of Philadelphia and in Bethlehem, Pa.

Vornado, for its part, has announced its intention to con-

(Continued on page 5)

Miami-based Jefferson will soon stretch its discount units, if not its palm trees, to the Philadelphia area. It hopes to include Two Guys stores among its sites there. (DSN photos)

Discounting Week

NEW RINK'S. Gray Drug has opened a new Rink's discount store in Marion, Ohio. The 75,000-sq.-ft. unit has new fixtures, a yellow and orange decor, and improved department identification.

WOOLWORTH PROMOTIONS. Ellis W. Smith, senior vp of finance, has been named exec vp of finance. VP and general counsel Arnold Anderson has been named a senior vp.

JEWELCOR DIVESTMENT. Jewelcor suffered a pretax loss of $131,500 from the sale of its 50% interest in Jewelcor Dai'ei, which had one showroom in Hawaii, to Dai'ei, a major Japanese retailer. Jewelcor was owed $807,000 in cash and inventory, and received $550,000 in cash and $152,000 in inventory, for a deficit of $105,000.

SWITCH. Jack Doyle, regional vp for Target in Texas, has joined Gold Circle as senior vp of store operations.

TOWERS SHIFT. Towers, the seven-unit catalog showroom division of Gaylords, has switched coordinators, going from Jewelcor to Creative Merchandising. The move will pit Towers against two other Creative members, Basco and Dahlkemper in the Pittsburgh market and Basco in Wilmington, Del.

Dental Centers Project Bigger Impact in Discountland

(Last of a series on dental centers in discount stores.)

In the fall of 1977, Dr. Allan Gutstein opened the first dental center in a discount store, a four-chair facility in the Times Square Store in Hempstead, N.Y.

Now, a little more than two years later, Gutstein's corporation, Universal Dental Centers, has moved into six other TSS stores, with four additional openings in that chain scheduled for the next year or so.

But UDC is not the only dental corporation that has set up shop in discount stores. Other centers have sprung up around the country, including:

- The Dental Office with facilities in two Jefferson stores in Miami;
- Denticare Professional Services in Alexander's, Valley Stream, N.Y.;
- Family Dental Centers with three offices in Venture stores in the Greater St. Louis area;
- Family Dental Services in Korvettes, the Bronx, N.Y.;
- K & K Family Dental Services in Jamesway, Ledgewood, N.J.;
- Lynnwood Family Dental Center in Fred Meyer, Lynnwood, Wash.;
- Nu Dimensions Dental Services in two Two Guys in New Jersey, and
- Richmond Dental Service in two discounters, Majors and Masters, Staten Island, N.Y.

In addition, a number of discount chains contacted by *Discount Store News* confirmed that they were exploring the possibility of leasing dental space.

What are the major factors behind the apparent success and rapid proliferation of dental centers in discount stores?

According to Curtis O. Gudmundson, a spokesman for the Family Dental Center in Venture, price is one reason, but convenience is surprisingly important as well.

"We did some research into why our patients are coming in; originally, we thought that price would be the big consideration," Gudmundson said.

"However, we discovered that our convenient hours are a major factor, too. We now book more appointments at night than during the day. Location is another part of that convenience. Most of our patients live near the store."

Whereas the traditional dental practice operates only four-and-a-half days a week, the fa-

(Continued on page 12)

In hobbies, most discounters are sticking to the low-ticket, fast-turning plastic model kits that are given a massive display here at T.G. & Y. in Del City, Okla. (DSN photo)

Discounters Stick to Low-end Hobbies; They're Missing the Boat, Say Mfrs.

Nationwide DSN Report

Despite the promise of high gross margins, high-ticket sales and year-long business, discounters are shying away from sophisticated hobby assortments and sticking to fast-turning plastic model kits and the simplest toy train and car sets.

Hobby manufacturers and industry spokesmen say discounters are missing profits by merchandising hobbies with toys and carrying only low-end goods. But discounters point out that lack of space, service and risk of shrinkage require that they play it safe with simple assortments.

"We preach that a hobby is not a toy," said Richard Bennett, director of services for the Hobby Industry of America, national trade association. "The hobbyist doesn't like to shop in a toy department—it's almost demeaning."

Bennett noted that while toys are heavily promoted and often used as loss leaders, margins on hobby items can go as high as 55%.

"There are no fad items," he noted. "The repeat sale is there."

Bennett and hobby manufacturers also complain that hob-

(Continued on page 12)

Zale Names Bailey President Of Expanding O. G. Wilson

DALLAS—Zale Corp. has named Glenn Bailey president of O. G. Wilson as part of the diversified specialty retailer's stepped-up focus on its catalog showroom operation.

Other moves planned for the 13-showroom chain include:

- Opening a 50,000-sq.-ft. Dallas warehouse this spring, which can be expanded to 150,000 sq. ft. next year.
- Unveiling two new showrooms this fall and three next spring, increasing chain footage by 70%.
- Expanding the six-person merchandising staff to 12 to 15 merchandisers and assistant merchandisers by this fall.
- Converting all stores to NCR electronic registers from older Singer point-of-sale terminals.

Bailey succeeds Jules Pase who was promoted to a Zale corporate vice president post in the jewelry division.

The five new showrooms that Wilson is already committed to open in the next 15 months are: a 60,000-sq.-ft., unit in North Dallas adjacent to the Prestinwood Mall, and a 20,000-sq.-ft. store in Midland, Tex., in the Midland Mall this fall; and 60,000-sq.-ft. showrooms in San Antonio adjacent to the Ingram Mall, and in Killeen, Tex., in the Killeen Mall, and a 50,000-sq.-ft. unit in Victoria, Tex., in the Victoria Mall in the spring of 1981.

(Continued on page 7)

This Issue...

GREEN L&G YEAR. Buyers look for 1980 to be a banner year in lawn & garden sales. Last year's move to higher-ticket mowers and trade-up string trimmers is expected to intensify, though mower costs are up. Patio goods are also looked to for exceptional volume this year, as chains move to better lines of furniture and stock up on gas grills and accessories. (P. 14)

BOOKWORMS IN. Establishment of family reading centers is increasing. Discounters are in some cases uniting sku's that were dispersed throughout the store, and in other cases are increasing space for books. Hardcover best sellers are in vogue, particularly at trade-up chains. (P. 15)

H&BA PMA. A product movement audit of H&BA items shows diet products taking off in sales. Entry of a new line of diet items from a major manufacturer is expected to bolster this growth. (P. 18)

EDP IN SPOTLIGHT. Uses and history of electronic data processing are highlighted in this Touche Ross/DSN installment of the discounter management development series. Rapid retrieval of sales data is a prime benefit. (P. 6)

Departments

Advertising News 11
Classified Advtg. 23-25
DiscounTalk 13
Discounter Management Development Series 6
Editorial 4
Lawn & Garden Preview ... 14
Market Outlook Books 15
Product Movement Audit H&BA 18
Washington Beat 4

Next Issue . . .

TOY FAIR. Toy merchandising for the next season will be discussed, as well as a product movement audit of toys from recent distributor results.

SPORTING GOODS SHOW. A special section tracking recent trends in sporting goods sales will include a product movement audit.

SHOW ANALYSIS. A special analysis of the Chicago housewares show will be presented.

Spotlight on: Eye-catching Graphics

Fashion Shoppers Get the Picture at Venture

Eye-catching graphics are becoming the mainstay of fashion departments at trade-up chains like Venture and Target.

The huge posters have the same function as mannequins in showing how apparel can be worn, but are less expensive and easier to maintain, while providing greater eye appeal and customer stopping power.

Venture is using these fashion photos in its men's and women's sportswear departments. At left, a poster promotes the western look in men's tops and bottoms at the chain's unit in the Norridge section of Chicago. In the women's department (r.) of the same store, a smaller graphic beckons shoppers to the "Sweater Stop." (DSN photos)

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HEALTH & BEAUTY AIDS

DIET PRODUCTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Dexatrim Capsules 280 28's	2,484	3.40	8,445
2	Permathene-12 Capsules 24's	2,088	3.70	7,725
3	Dexatrim Capsules 560 56's	858	5.58	4,787
4	Prolamine Tablets 40 20's	1,368	2.79	3,816
5	Dexatrim Extra Strength Capsules 20's	900	3.18	2,862
6	Appedrine Tablets 70 42's	1,128	2.38	2,684
7	Sweet N Low Packettes 500's	672	3.91	2,617
8	Prolamine Tablets 50's	336	4.78	1,606
9	Sweet N Low Packettes 100's	1,464	1.08	1,581
10	Saccharin ½gr 1000's	1,080	1.32	1,425

VITAMINS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Theragran M Tabs '30 Free' 130's	1,474	8.89	13,103
2	Rexall Vitamin E 400iu 100's	1,561	5.99	9,350
3	Stresstabs w/iron 60's	1,082	7.89	8,537
4	Allbee W/C capsules 067463 100's	997	8.44	8,414
5	Rexall Vitamin C 500 100's	1,646	2.23	3,672
6	Stresstabs 60's	771	4.69	3,616
7	Geritol Tablets 100's	552	6.63	3,460
8	One-A-Day with iron 100's	810	3.96	3,207
9	Poly Vi Sol Drops 50cc	639	4.35	2,780
10	Flintstones w/iron 100's	726	3.80	2,758

COLD PRODUCTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Nyquil 6 oz.	6,114	2.36	14,429
2	Nyquil 10 oz.	3,156	3.59	11,330
3	Contac Capsules 20's	3,288	3.03	9,962
4	Afrin Spray 15cc	4,080	2.04	8,323
5	Dristan Tablets 100's	1,122	5.28	5,924
6	Dristan Tablets 50's	1,746	3.10	5,412
7	Contac Capsules 10's	3,072	1.83	5,621
8	Primatine Mist Refill 15cc	1,332	3.80	5,061
9	Triaminic Syrup 4 oz	2,496	1.87	4,667
10	Triaminic Expectorant 4 oz	2,112	2.17	4,583

ANALGESICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Anacin Tablets 0105 100's	5,754	2.29	13,119
2	Bayer Aspirin Tablets 100's	6,168	2.09	12,891
3	Tylenol Capsules Extra Strength 50's	4,098	2.95	12,089
4	Anacin Tablets 0106 200's	2,250	4.49	10,103
5	Tylenol Tablets 100's	3,726	2.71	10,097
6	Tylenol Tablets Extra Strength 60's	3,054	2.95	9,009
7	Tylenol Extra Strength Capsules	1,758	4.89	8,596
8	Sinutabs 30's	2,886	2.63	7,590
9	Bufferin Tablets 527 100's	2,964	2.32	6,876
10	Bayer Aspirin Tablets 300's	1,722	3.89	6,698

CONTRACEPTIVES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Encare Contraceptive Suppositories 12's	1,590	3.77	5,994
2	Delfen Foam Refill 20 GM	1,146	4.16	4,767
3	Delfen Foam Kit 20 GM	948	4.48	4,247
4	Emko Kit 1151 40 GR	792	4.27	3,381
5	Ortho Creme Refill Large	636	4.68	2,976
6	Predictor Pregnancy Tester Kit	366	7.96	2,913
7	Ortho-Gynol Refill Tube Large	390	4.68	1,825
8	Conceptrol Cream 6's	474	2.92	1,384
9	K Y Jelly Large 4 oz	708	1.70	1,203
10	Koromex Jelly Refill 115 138 GM	228	3.51	800

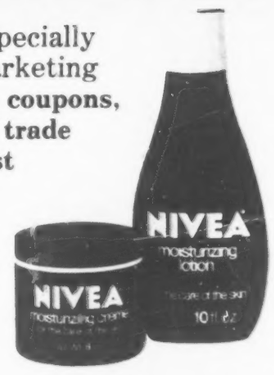
LOTIONS, CREAMS AND MOISTURIZERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Oil of Olay 4 oz	2,892	4.52	13,071
2	Oil of Olay 6 oz	1,638	6.16	10,090
3	Noxzema Cream Jar 68N 10 oz	3,732	2.12	7,911
4	Vaseline Intensive Care Lotion 10 oz	3,780	1.67	6,312
5	Noxzema Cream Jar 6 oz	3,048	1.48	4,511
6	Night of Olay Cream 2 oz	924	4.88	4,509

(Continued on page 21)

The softness of Nivea is pretty hard to resist. Especially when it's backed by an aggressive, comprehensive marketing program. **Like periodic consumer incentives—samples, coupons, bonus merchandise. Like a year-in-advance schedule of trade promotions and allowances. And like one of the heaviest advertising programs in the entire skin care field.**

Do you know Nivea is now the 6th largest national advertiser in the hand and body lotion category? The 4th largest national advertiser in the facial product category?



You should know these facts. They're the reason America is getting to be a softer and softer touch.
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Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Diet Items Hot; New Line Seen Fattening Sales

By M. Raymond Prendergast
President,
Boston Distributors

Diet products have been one of our fastest-growing categories with a 35% increase in sales last year, as reflected in the Product Movement Audit for Nov. 12 to Dec. 7, 1979.

Nationally the diet market has shown 30% sales increases annually since 1974. This year is sure to be the biggest ever due to an unprecedented number of new-product entries. We are projecting a 50% increase in sales, primarily because of Menley & James' entry into this market.

The maker of Contac is introducing a full line of capsules, tablets, and drops that will be marketed under the name of Dietac. The strong packaging, capitalization on the Contac name, and an advertising expenditure greater than that for the total category in 1979, should make Dietac a market leader in the 80's.

We anticipate that the new entries will not detract substantially from the current best-sellers, but will garner new users from this virtually untapped market. We expect Thompson Medical's Dexatrim and Prolamine to continue to show increases this year. Dexatrim, which consistently headed our list in 1979, is now available in an extra-strength formulation. This new sku has already moved up to the No. 6 position.

Figures supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio, cover 320 stores, including 290 discount department stores, in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Allegheny's Permathene-12 also showed strong growth last year and will continue to do so this year despite the increased competition. Cumberland's Sweet 'n Low, No. 5 in dollar sales in the latest PMA, remained the best promotional item in the category, ranking No. 2 with us for 1979 as of presstime.

The growth of the diet department was matched last year by the vitamin category. Theragran M, Albee with C, and Geritol all made a strong showing throughout the year.

Miles Labs continued to be one of our strongest suppliers with 19 sku's in our top 20 numbers for the year. In the latest PMA, however, only the One-A-Day with Iron and Flintstones with Iron were ranked in the top 10. The Stresstab brand sales, augmented by the entry of the iron formulation, significantly increased market share last year with Stresstabs/Iron

(Continued on page 21)